

# INTERNSHIP REPORT ON

## *Hair Care Survey on Parlors & Salons in Dhaka*

Guided by

Ms. Farhana Nur Malik  
Lecturer  
BRAC Business School

Ms. Ankan Siddiquee  
Brand Activation Manager  
Unilever Bangladesh

By  
Kamrun Nahar  
ID-08104011  
BRAC Business School

Brac University  
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## LETTER OF TRANSMITTAL

19 December, 2011  
Ms. Farhana Nur Malik  
Lecturer  
BRAC Business School  
BRAC University

Subject: **Submission of internship report**

Dear Madam,

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. Without your help, this report would have been impossible to complete. With deep gratitude, I also acknowledge the help provided by Ms. Ankan Siddique, Brand Activation Manager, for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believe to be most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during my report preparation will immeasurably help in my future professional life.

I would really be grateful you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Yours Sincerely,

Kamrun Nahar  
ID-08104011  
BRAC Business School

## **ACKNOWLEDGEMENT**

I would like to express my profound gratitude to all those who have been instrumental in the preparation of this internship report. I wish to place on records, my deep gratitude for the support, direction, and supervision in every aspect from my faculty, Unilever officials and friends.

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Last but not the least, I would also like to thank Ms. Tanvira Choudhury, HR Manager, for her kind cooperation. I also show my utmost gratitude to all the officials of Unilever Bangladesh Limited.

## EXECUTIVE SUMMARY

Unilever Bangladesh Ltd. is one of the world's most successful fast moving consumer goods manufacturing companies with local manufacturing facilities, reporting to regional business groups for innovation and business results. Unilever Bangladesh Limited has five departments to carry out all the organizational functions. I was appointed in Brand Activation Departments Headed by the Brand Activation Manager as an intern. This internship report is on **“Hair Care Survey on Parlors & Salons in Dhaka”**.

The report comprises the survey of 60 ladies parlors and 34 men's salons in the Dhaka metropolitan city. The survey includes both qualitative and quantitative issues. The findings differed slightly between the two groups of gender. Women are more concerned about voluminous hair and prevention of split ends than men but both the gender are concerned about nourishment of hair, hair fall problems, dandruffs etc. Both men and women are becoming increasingly aware of the quality of the hair care products used in parlors and salons.

According to the survey, majority of the parlors are using cheap Chinese, Thai or Indian herbal shampoos and conditioners. Caring conditioner is a prominent brand used in parlors owing to its cost effectiveness. Among the local brands, Sunsilk is the most commonly used brand in Grade B and Grade C parlors and Pantene is used in Grade A parlors especially for premium customers as Pantene is considered as high end product by customers. In men's salons, Pantene and Head & Shoulder dominate while conditioners are rarely used. Men's salon mostly prefers 2 in 1 shampoo and conditioner.

One of the major necessities is to build and maintain a good relationship with parlors and salons and initiatives like beauty seminars, beauty talk shows on television or radios or other promotional campaign can be arranged that will lead to a win-win situation for both the company and the parlors and salons.

An important concern of parlors and salons is the unavailability of 5 liters gallon shampoos in the market, limited sales on credit and direct delivery opportunities which should be considered if profit is to be boosted from this sector. This report includes valuable insights gained from the survey and suggestions to overcome some of the problems faced by parlors and salons regarding hair care products and how a good relationship can be built with parlors and salons to ensure attractive yield from this sector.

# TABLE OF CONTENT

<b>Ch 1 Company Overview</b>	<b>1</b>
1.1 Introduction	2
1.2 History of Unilever	3
1.3 Unilever Design & History	5
1.4 Unilever Bangladesh Limited	7
1.5 Unilever at a Glance	8
1.6 Unilever Brands	9
1.7 Mission	11
1.8 Vision	11
1.9 Goal	11
1.10 Organization Structure	11
 <b>Ch 2 Job Description as an Intern</b>	 <b>16</b>
2.1 Nature of the Job	17
2.2 Key Responsibilities	18
2.3 Job Experience	19
2.4 Observation & Recommendation	20
 <b>Ch 3 Hair Care Survey on Parlors &amp; Salons in Dhaka</b>	 <b>21</b>
3.1 Background	22
3.2 Origin of the report	23
3.3 Objective of the Study	24
3.4 Scope of the Report	25
3.5 Research Methodology	25

3.6 Data Analysis & Techniques.....	26
3.7 Limitations.....	26
3.8 Concerned Products.....	26
3.8 Findings.....	32
Interpretation.....	44
Recommendation.....	48
Conclusion.....	52
Bibliography.....	53
Appendix.....	54

# ***CHAPTER ONE***

## ***Company Overview***

THIS CHAPTER INCLUDES:

- 1.1 Introduction
- 1.2 History of Unilever
- 1.3 Unilever Design & History
- 1.4 Unilever Bangladesh Limited
- 1.5 Unilever at a glance
- 1.6 Unilever's Brands
- 1.7 Mission
- 1.8 Vision
- 1.9 Goals
- 1.10 Organizational structure

## 1.1 Introduction

Unilever is an Anglo-Dutch company, with a history of colonial exploitation, on which it has gradually built its capital. Today it owns most of the world's consumer product brands in food, beverages, cleaning agents and personal care products. Unilever employs more than 247, 000 people and had worldwide revenue of €48 760 million in 2002. Unilever has two parent companies: Unilever NV in Rotterdam, Netherlands, and Unilever PLC in London, United Kingdom. This arrangement is similar to that of Reed, Elsevier, and that of Royal Dutch Shell prior to their unified structure. Both Unilever companies have the same directors and effectively operate as a single business. The current non-executive Chairman of Unilever N.V. and PLC is Antony Burgmans while Patrick Cescau is Group Chief Executive. Unilever's major competitors include Nestlé and Procter & Gamble.

### Key facts:

- In 2008 Unilever's worldwide turnover was €40.5 billion.
- They employ 174 000 people in around 100 countries worldwide.
- Every day, 160 million people choose their brands to feed their families and to clean themselves and their homes.
- Their strong portfolio of foods, home and personal care brands is trusted by consumers the world over. Among them, the top 25 brands account for over 70% of sales.
- In 2008 they invested €927 million in research and development
- They are the global market leader in all the Food categories in which they operate: Savory and Dressings, Spreads, Weight Management, Tea, and Ice Cream
- They are also global market leader in Skin and Deodorants, and have very strong positions in other Home and Personal Care categories.
- In 2008 they invested €91 million on community projects worldwide.



## 1.2 HISTORY OF UNILEVER

Lever Brothers was founded in 1885 by William Hesketh Lever. Lever established soap factories around the world. In 1917, he began to diversify into foods, acquiring fish, ice-cream and canned foods businesses. In the Thirties, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

Through this timeline you'll see how UBL brand portfolio has evolved. At the beginning of the 21st century, path to Growth strategy focused us on global high-potential brands and vitality mission is taking us into a new phase of development. More than ever, how brands are helping people 'feel good, look good and get more out of life' – a sentiment close to Lord Leverhulme's heart over a hundred years ago

### **Timeline19th century**

**19<sup>th</sup> Century:** Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.

**1900s:** Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.

**1910s:** Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.

**1920s:** With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.

**1930s:** Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.

**1940s:** Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.

**1950s:** Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.

**1960s:** As the world economy expands so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition program.

**1970s:** Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.

**1980s:** The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.

**1990s:** The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.

**The 21<sup>st</sup> Centuries:** The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21<sup>st</sup> century consumers with its Vitality mission.

### 1.3 UNILEVER DESIGN AND HISTORY



In 2005, Unilever decided to change their logo to represent their new theme of vitality. The new logo was also planned to coincide with the 75th anniversary of the company. The new logo tells the story of Unilever and vitality. It brings together 25 different icons representing Unilever and its brands, the idea of vitality and the benefits Unilever brings to consumers. The icons are represented below.



**Sun:** The primary natural resource. All life begins with the sun- the ultimate symbol vitality. It evokes Unilever's origin in port of sunlight & can represent a number of Unilever brands.



**DNA:** The double helix. The generic blueprint of life and a symbol of bio-science, it is a key to healthy life. The sun is the biggest ingredient of life and DNA is the smallest.



**Bee:** Represent creation, pollination, hard works and bio diversity. Bees symbolize both environmental challenges and opportunities



**Hand:** A symbol of sensitivity, care and need. It represents both skin and touch.

**Flower:** Represent fragrance, when seen with the hand, it represents moisturizing cream.



**Hair:** A symbol of beauty and looking good. Placed next to the flower, it evokes cleanliness and fragrances; placed near the hand it suggests softness.



**Palm tree:** A natural resource, it produces palm oil as well as many fruits.



**Spoon:** A symbol of nutrition, tasting and cooking.



**Bowl:** A bowl of delicious smelling food. It can also represent a ready meal, hot drinks or soup.



**Spice & Flavors:** Represent chili or fresh ingredients.



**Fish:** Represent food, sea or fresh water.



**Sparkle:** Clean, healthy and sparking with energy



**Bird:** A symbol of freedom. It suggests relief from daily chores, getting more out of life.



**Recycle:** Part of commitment to sustainability.



**Lips:** Represent beauty, looking good & taste



**Ice-cream:** A treat, pleasure or enjoyment.



**Tea:** A plant or an extract of a plant, such as tea, also a symbol of growing and farming



**Particles:** A reference to science bubbles and fizz.



**Frozen:** The plant is a symbol of freshness, the snowflake represent freezing, a transformational symbol.



**Wave:** Symbolize cleanliness, freshness and vigorous icon. (With the clothes icon)

**Liquid:** A reference to clean water and purity.



**Container:** Symbolizes packaging- a pot of cream associated with personal care.



**Clothes:** Represent fresh laundry and looking good.



**Heart:** A symbol of love, care and health



**Sauce or Spread:** Represent mixing of stirring. It suggest blending in flavors & adding taste

## 1.4 UNILEVER BANGLADESH LIMITED

### The history

Unilever Bangladesh Ltd is one of the world's most successful fast moving consumer goods manufacturing companies with local manufacturing facilities, reporting to regional business groups for innovation and business results. Lever Brothers Bangladesh Ltd. as a subsidiary of Unilever is leading the home care, personal care and food product market of Bangladesh. On 25<sup>th</sup> February 1964 the eastern plant of Lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric tons. It was a private limited company with 55% share held by Unilever and the rest by the Government of Pakistan. After independence the eastern plant was declared abandoned. But on 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh with a share arrangement of 60.75% to Unilever and 39.25% to the Bangladesh Govt.

## **Unilever today**

Unilever brands are trusted everywhere and, by listening to the people who buy them, they have grown into one of the world's most successful consumer goods companies. In fact, 150million times a day, someone somewhere chooses a Unilever product. UBL have a portfolio of brands that are popular across the globe - as well as regional products and local varieties of famous-name goods. This diversity comes from two of their key strengths: Strong roots in local markets and first-hand knowledge of the local culture. World class business expertise applied internationally to serve consumers everywhere.

## **1.5 UNILEVER AT A GLANCE**

**Type of business:** Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

**Operations:** Home and Personal Care, Foods.

**Constitution:** Unilever - 60.75% shares, Government of Bangladesh - 39.25%

**Product categories:** Household Care, Fabric Cleaning, Skin Cleansing, Skin Care, Oral Care, Hair Care, Personal Grooming, Tea based Beverages.

**Brands:** Wheel, Lux, Lifebuoy, Fair & Lovely, Pond's, Close Up, Sunsilk, Taaza, Pepsodent, Clear, Vim, Surf Excel, Rexona, Dove, Vaseline & Lakme.

**Manufacturing Facilities:** The Company has a Soap Manufacturing factory and a Personal Products Factory located in Chittagong. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Unilever Bangladesh

**Employees:** Unilever Operations in Bangladesh provide employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of UBL employees are locals and they have equal number of Bangladeshis working abroad in other Unilever companies as expatriates.


## 1.6 UNILEVER BRANDS

Unilever has a portfolio of about 400 brands globally. However many of these are local that can only be found in certain countries, e.g. Fair & Lovely. In Bangladesh the number of UBL's existing brands is 18 which are categorized in different sections. The brands fall almost entirely in two categories-

- Food and beverages
- Home and personal care brands

In Bangladesh the company operates in four distinct product categories. These are:

 **Fabric Wash**

 **Household care**

 **Personal care**

 **Foods**

 **Fabric Wash**

- Wheel Laundry Soap
- Wheel Washing Powder
- Rin Power White
- Surf Excel.

 **Household Care**

- Vim Powder
- Vim Bar
- Vim Liquid

## **Personal Care**

### ○ **Personal Wash**

- International Lux
- Lifebuoy Total
- Dove bar
- Lifebuoy Liquid soap

### ○ **Skin Care**

- Fair & Lovely Multivitamins
- Fair & Lovely Body Fairness Milk
- Fair & Lovely Ayurvedic
- Fair & Lovely Menz
- ActivePond's Age Miracle range
- Pond's Daily Face Wash range
- Pond's Cold Cream
- Pond's Perfect result Cream
- Pond's flawless white range
- Pond's White Beauty Range
- Pond's Body Lotion
- Dove skin care products
- Vaseline skin care product

### ○ **Hair Care**

- Sun Silk
- All Clear
- Dove

## **In Bangladesh, Unilever's strengths come from:**

- Its presence in several product categories.
- Various brands.



- Numerous variants and pack size.
- Wide ranging options to fulfill diverse aspirations and taste.
- Tailoring products to satisfy consumers with different needs and means.
- Covering the country by hundreds of thousands of outlets.

This wide range of products and brands offered by UBL shows the realization of the simple universal fact – *“different individuals have different needs”*.

## **1.7 MISSION**

Unilever's mission is to add Vitality to life. They meet everyday needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life.

## **1.8 VISION**

To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.

## **1.9 GOALS**

The goals of UBL are:

- To manufacture high-standard products.
- Promoting products to the highest extent
- Producing large volume to achieve production cost economies.
- Enabling quality products to be sold out at obtainable prices.

## **1.10 ORGANIZATIONAL STRUCTURE**

In terms of Unilever, they have two chairmen leading the company worldwide. They have seven top directors leading seven different departments. They have divided their worldwide business

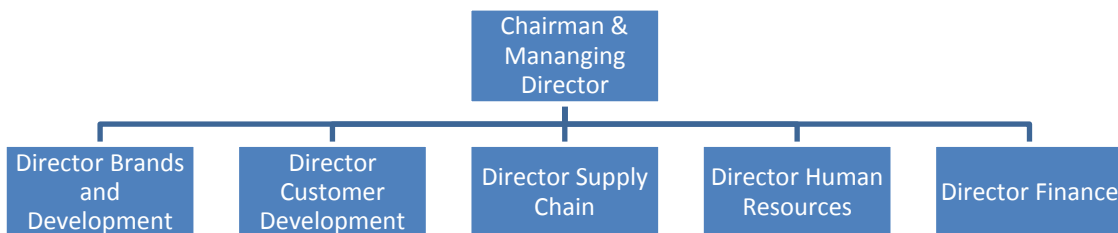
into different region and have different business groups to manage them. Unilever Bangladesh limited falls under the Southeast Asian region. On a more micro scale, Unilever Bangladesh Ltd is monitored by Hindustan lever Ltd. which oversees operation in Bangladesh, India, Pakistan and Srilanka. The chairman of Unilever Bangladesh Limited is known as the managing director. The management staff of the company consists of six layers, starting from junior manager (who are local managers) to manager grade 5 (who are Unilever managers). Apart from this the company also hires many non management staff as well as operatives to work in the factories.

**Unilever Bangladesh Limited structured in the following manner:**

Unilever Bangladesh Limited has five departments to carry out all the organizational functions. Respective director's head are head of all departments. These departments are:

1. Customer Development Department Headed by Customer Development Director (CDD).
2. Brands & Development Department headed by the Brands and Development Director (B&DD).
3. Supply Chain Department headed by the Supply Chain Director (SCD).
4. Finance Department headed by Finance Director (FD).
5. Human Resources Department headed by the Human Resources Director (HRD).

The organization chart is given below:



**Figure 1: Organizational structure**

### **1.10.1. Brands and Development Department:**

The Brands Team has been expanded to Brands and Development, thus providing opportunity of increased coordination between the marketing and Development Team. Insight into consumer needs and aspirations is critical if new market opportunities are to be identified. New market opportunities must be identified if they are looking for sustainable profitable growth, keeping them miles ahead of their competitors. However it is also crucial to exploit technology and developments to translate the found insight into tangible products catering to the needs and aspirations of the consumers with speed. A deep understanding of both consumers and technologies provides an essential foundation for successful innovation. To ensure a successful innovation process at Unilever, Brands and Development have been brought together. This will help their development team to have closer contact with the consumer world, following the leads and cues of their aspirations and thus innovating products tailored accordingly at a faster pace. Brands and Development Department is further divided into six major areas. They include:

- ✚ Home care
- ✚ Personal care
- ✚ Dental Services
- ✚ Food
- ✚ Tea export
- ✚ Marketing research

### **1.10.2. Supply Chain Department:**

The Supply Chain Director (SCD) who is in charge of planning, buying, manufacturing and distributing heads Supply Chain Department. The supply chain process constitutes a series of important activities ensuring smooth delivery to the consumers. Supply chain process led to joining planning and buying with manufacturing. This chain is further extended by joining distribution to the chain, thus integrating both backward and forward linkages. An integrated supply chain will give them the advantage of acting with speed, enabling them to keep up with pace of the ever changing business scenario. At present, it is divided into the following functions:

- ✚ Manufacturing
- ✚ Engineering
- ✚ Company Buying
- ✚ Distribution
- ✚ Quality Assurance
- ✚ Planning

### **1.10.3. Finance and IT Department:**

The Finance and IT departments are jointly headed by one Director. The main objectives of this department are to serve all the division and departments of the companies, to secure and safeguard company assets and interest, to ensure proper internal control within the company and above all, to be cost effective in order to get optimum benefit for the company while operating. At present the major sub departments are:

- ✚ Business system
- ✚ Finance
- ✚ Legal

### **1.10.4. Human Resources Department:**

The Human Resources Director (HRD) currently heads this department. The major functions of this department are:





- ✚ Factory Personnel functions or Industrial Relations,
- ✚ Recruitment, Training and developments, labor welfare,
- ✚ Personnel Services and Security.

All these major personnel functions are integrated in the best possible way in Unilever Bangladesh Limited which results in its higher productivity. Industrial relations or the factory personnel functions are looked after by factory personnel manager, training and development activities are supervised by Manager Human Resource Development,

Employee Welfare, and activities are monitored by Assistant Manager labor welfare, personnel services are looked after by the FPM along with the office services manager and finally security officer is responsible for all the security services. At present, the total number of personnel in Unilever Bangladesh Limited are 720 which includes 159 in management & 543 unionized permanent workers.

#### **1.10.5. Customer Development Department:**

Managing customers i.e. retailers, wholesalers, and distributors, is becoming critical day by day. With the evolution of modern trade and aggressive local and international competition, role of Customer Management has also been gradually shifting from traditional “Sales: to “Trade Marketing”. Category Management, Space Management and In-store merchandising are becoming more and more important. Exploring and developing new channels are becoming critical to drive their business forward. With more and more sophistication, the role of Customer Management will evolve further and the whole game will be turned into “Relationship Marketing”. The customer management director (CMD) heads the Customer Management Department. Reporting to him are the Sales Operation Manager, Regional Sales Managers and Area Sales Managers. Company organized media is under the Sales Operation Manager. Assistant Area managers report to the Regional Sales Managers. Territory reports to the Assistant Area sales managers, Area Sales Managers and Regional Sales Managers, which differ in different sales areas. The Customer Management Department, early called ‘Sales Department’, is responsible for all company goods and maintains the following customer management strategy:

-  Strong distribution network
-  Widest distribution with seasonal operation in cost effective areas.
-  Effective and focused company sales force
-  Major thrust in rural market

## ***CHAPTER TWO***

### ***Job Description as an Intern***

*THIS CHAPTER INCLUDES:*

2.1 NATURE OF THE JOB

2.2 KEY RESPONSIBILITIES OF THE JOB

2.3 JOB EXPERIENCE

2.4 OBSERVATION & RECOMMENDATION

## **2.1 NATURE OF THE JOB**

Competition in the recent years has been mounting and companies are trying to compete in innovative ways to sustain in the industry. Marketing is all about waging war against competitive forces to win market share. Marketers have stepped up their efforts to build their brands. In Unilever Bangladesh, the Brand Activation team works to bring their brands to life through creating a brand experience.

The Brands Team at Unilever Bangladesh has been extended to Brands and Development, thus ensuring combined coordination between the marketing and Development Team. Insight into consumer needs and expectation is a challenge when it comes to identifying new market opportunities. New market opportunities must be identified if they are looking for sustainable growth and constant increasing profits, keeping them miles ahead of their competitors. However it becomes very important to explore technology and develop products considering the new insights of customers and their expectations before competitors make a move for the new found insight. A deep understanding of both consumers and technologies provides an essential foundation for successful innovation. To ensure a successful innovation process at Unilever, Brands and Development have been brought together. This will help their development team to have closer contact with the consumer world, following the leads and cues of their aspirations and thus innovating products tailored accordingly at a faster pace. The objective of the Brand Activation team is to make brands active in their markets, building reputations along with results. Brands and Development Department is further divided into Home care, Personal care, Dental Service, Food, Tea export, and Marketing research.

As an intern I have been assigned to complete my internship in the Brand Activation Department concerning Personal Care Brands specifically dealing with Sunsilk. The main task was to understand the hair care needs of parlors and salons and the factors that influence the decision for the preference of a brand. This required the use of survey questionnaire that included both qualitative and quantitative issues. The survey required me to visit parlors and salons in Dhaka by interviewing them and assessing their problems, expectations, demands and needs for hair care.

## 2.2 Key Responsibilities

My responsibility as an intern was to study the parlor and salon sector pertaining to hair care. My job responsibilities were as follows:

- Prepare a questionnaire.
- Visit all the ladies parlors and men's salons in prominent locations all over Dhaka.
- Take detailed interview of the beauticians regarding hair care.
- Report to my supervision on a regular basis.
- Critical analysis and strategies to counter problems.

Brief of these responsibilities are given below:

**2.2.1 Prepare a questionnaire:** The task was to identify the hair care problems and recent hair concerns and based on it prepare a questionnaire comprising of both the qualitative and the quantitative issues relevant to ladies beauty parlors and men's salons.

**2.2.2 Visit all the ladies parlors and men's salons in prominent locations all over Dhaka:** I was provided with a list of 82 beauty parlors for the survey located all over the city of Dhaka and was also assigned to cover the ones in prominent locations that are not enlisted.

**2.2.3 Take detailed interview of the beauticians regarding hair care:** One of the most important part of my duty was to interview the beauticians or the authorities of the ladies parlors and men's salons and completing the questionnaires regarding the hair care problems, customer purchase pattern and expectations, parlor's and salon's reasons for the preference of particular brand, range of customers they serve, suggestions etc.

**2.2.4 Report to my supervisor:** I was supposed to report to my supervisor and update my supervisor on my field survey on a regular basis. I had prepared daily works logs informing my work status to my supervisor.

**2.2.5 Critical analysis and strategies to counter problems:** Finally the task was to analyze the findings from the field surveys and suggest strategies to counter the problems identified and recommend possible solutions.



## **2.3 JOB EXPERIENCE**

The job as an intern in Brand Activation involved conducting a survey of the beauty parlors and men's salon in Dhaka to understand the segment better and identify the consumer's needs from the beauty parlors and men's saloons. After preparing the questionnaire for the survey, a schedule was prepared for conducting the entire survey. The parlor survey was aimed to identify the hair care aspects in the ladies beauty parlors and men's salons. The survey as was aimed helped to ascertain valuable insights not only regarding the views of the parlors and salons but also the views of the general consumers and their demand pattern.

The field work involved surveying maximum number of parlors and salons that are on the main roads. Each parlors and salons were interviewed for 20-30 minutes. Either beauticians or someone from the management team of the parlors and salons cooperated in the survey. Besides the questions in the survey, they were also asked to give their opinions and share their customer's experience and problems that they faced regarding their hair. The interview involved visiting the parlors and salons and interviewed them and conducted detailed conversation on hair problems, customer's expectation, most demanded hair care services, suppliers and prices of the hair products, popular hair product brands, customer's behavior etc. A lot of useful insights have been identified through the survey.

A total of 30 main areas in Dhaka have been covered and they were Wari, Gulshan 1 & 2, Banani, Mohakhali, Khilgoan, Shantinagar, Bailey Road, Malibag, Rampura, Siddeshwari, Kakrail, Shamoly, Mohammedpur, Ialmatia, Dhanmondi, Nilkhet, Azimpur, Shewrapara, Mirpur, Baridhara, Uttara, Hatirpool, Green Road, Panthopath, Cantonment, Chamelibag, Shahjahanpur, Satmosjid Road and Naya Paltan. From these 30 areas in Dhaka, a total of 94 parlors and men's salon were covered from which 60 were ladies parlors and 34 were men's salons.

A detailed daily status was prepared and mailed to the Brand Activation Manager, Ms Ankan Siddiquee, updating her of the work progress. After the completion of the field survey, the data

was compiled and analyzed to better understand the current hair care scenario at ladies parlors and men's salons in Dhaka.

## **2.4 OBSERVATION & RECOMMENDATION**

My duties as an intern helped me to practically understand the market scenario to a greater extent. The survey and the study had played an important role in unraveling many of the hair care concerns of the consumers, the problems consumers face regarding their hair, the hair problem solutions, customers expectation, parlor's and salon's brand preferences, their purchase decisions etc. This project demanded huge challenge in covering the most important parts of the Dhaka city. This experience as an intern has enabled me to work independently anywhere and has also helped me to communicate well with all levels of people and get more out my interviewees by means of conversation. It was a wonderful and useful experience blended by the challenges of excellent communication, constant need for diligence, persuading ability in getting the information, positive and reassuring response on behalf of the company's products when faced with complains and the need for in-depth information of the company products. Working on this project was evidently worthwhile.

However, the internship experience could have been even better if more interns were involved in this project making the study more detailed and more in-depth. Moreover, the address provided by the agency based on which I was to conduct the survey could have been modified by the agencies taking into consideration the changes and should have updated properly before the field work. This would have saved a lot of time as a lot of addresses of the parlors and salons were incorrect that only lead to wastage of time and effort.

## *Chapter THREE*

### *Hair Care Survey on Parlors & Salons in Dhaka*

THIS CHAPTER INCLUDES:

3.1 BACKGROUND

3.2 ORIGIN OF THE REPORT

3.3 OBJECTIVE OF THE STUDY

3.4 SCOPE OF THE REPORT

3.5 RESEARCH METHODOLOGY

3.6 DATA ANALYSIS & TECHNIQUES

3.7 LIMITATIONS

3.8 CONCERNED PRODUCTS

3.9 FINDINGS

### **3.1 BACKGROUND**

Trade in today's world is rapidly changing. It is characterized by increasing competition from both domestic and foreign companies, increased mergers and acquisitions to grab more market share and more sophisticated and demanding customers who have great expectations regarding their choice of consumption. Since services are intangible, heterogeneous, and inseparable, it is difficult to measure service quality objectively. So the companies have to have an in depth understanding of the needs and demands of the customers in order to take appropriate measures that will ensure that their sales mounts and they remain competitive in the market.

Unilever is dedicated to meeting the everyday needs of people everywhere. Around the world Unilever foods and home & personal care brands are chosen by many millions of individual consumers every day. Earning their trust, anticipating their aspirations and meeting their daily needs are the tasks of Unilever local companies. They bring to the service of their consumers the best in brands and both Unilever's international and local expertise. For more than 70 years Unilever has been providing consumers with quality products and services.

This report mainly focuses on the personal care brands of Unilever Bangladesh, specifically Sunsilk and Clear. The project deals with understanding parlors' and salons' buying behavior in Dhaka and their expectations and needs and opinions in the hair care segments to better serve their customers. The project includes both the qualitative and the quantitative issues regarding hair care such as hair problems, customer purchase pattern and expectations, parlor's and salon's reason for the preference of particular brands, range of customers they serve, concentration of customers throughout the year, suggestions etc. The main objective of the study is to identify the hair product buying pattern of the parlors and salons and to have an insight of their demands and customer requirements regarding hair care to formulate strategies that will enhance the sales of Sunsilk for ladies beauty parlors and Clear for men's salons.

Thousands of Beauty parlors have sprung up all over the country, mostly in the last decade. Beauty is now a Tk100 crore plus industry. In the past decade there has also been an explosion in the number of women who have been prepared to start up and run salons themselves. Over the last 5 years, there has been great increase in the number of parlors in the major metropolitan

areas. The reason for the sector's growth was the increased beauty consciousness among men and women that instigated a desire to take care of one's appearance, even among the middle class. At the same time the number of working women started to increase and that gave women more liberty to spend their own money. Moreover appearance, smartness and style of working women are considered vital for their success in addition to qualification. The boom in the beauty industry is not only because of the increasing women who are nowadays more aware of beautification and smartness and style has become very vital but recently the number of men's concern on beauty issues are also mounting at a rapid rate. Men are becoming more conscious of their looks and hair styles.

In the recent few years, the numbers of customers demanding hair care service is increasing and this sector is rapidly growing. During festivals the demand exceeds the supply and this result in customers waiting in queues. For the last five years, the beauty industry has grown rapidly. The economy is to some extent unaffected by the ups and downs of the economic situation. While in upturns, people are likely to purchase expensive services. However, for certain services as normal facials, threading and haircuts, hair styling this is somewhat institutive as most people need or get these services based on an elapsed amount of time independent of the economic conditions. This sector consequently requires attention as there is huge demand for beautification these days. Large amount of profit can be earned by Unilever by serving parlors and salons with the hair care products.

### **3.2 ORIGIN OF THE REPORT**

This report is a requirement of the internship program for my BBA program. My supervisor, Ms. Farhana Nur Malik has approved me the topic. I have tried to the best of my effort to make it an excellent report. I have been serving this company as an intern under Brand Activation Departments for two months. I got the privilege to survey the ladies beauty parlors and men's saloons all over the Dhaka city and use the data and its interpretation in my report. My job responsibility is to survey the men's saloon and ladies parlors regarding their expectations, qualitative issues of the hair care provided by them and their customer's needs and expectation. So, I am not only getting the opportunity to get an insight of the parlor's and salon's demand and expectations and their customers' preferences but also I am having a view of the beauty sector of

the market. My supervisor Ms. Ankan Siddique, Manager of the Brand Activation, has guided me from time to time to make this report a success.

### **3.3 OBJECTIVE OF THE STUDY**

#### **3.3.1 General Objective:**

The main objective of this report is to have an in depth understanding of the demand of ladies beauty parlors and men's salons in Dhaka for hair care products that will help to increase the sale of Sunsilk to the parlors and Clear to men's salons. That is to know the customer's preferences of the ladies beauty parlors and men's salons when it comes to hair care, the important factors that drives their customer's consumption decision regarding a particular brand and the expectations they have concerning their hair that would help to target different Sunsilk varieties available to meet different needs and to target Clear for men's hair care.

#### **3.3.2 Specific Objective:**

- Enhancing the knowledge on the ladies beauty parlors and men's salons specifically the services provided by them, importance of their services, specialization of their workers and their standard.
- To understand the hair care needs of the customers' of ladies beauty parlors and men's salons.
- To know customer's frequency of hair care product usage in parlors and salons.
- Knowing customer's preferences regarding their hair.
- Be able to identify the hair problems that customers of parlors and salons face and wants to get rid of.
- To have an insight of the customer's preferences of the available brands in the market.
- Understanding the importance of the hair care services provided by ladies beauty parlors and men's salons
- Be able to identify which hair care brands these parlors and salons prefer and why.
- The customer visiting pattern throughout the year and the hair care service availed by them in parlors and salons.
- Be able to match the variety of Sunsilk products according to the needs of customers.

- Identify the strategy to target men's salons with Clear.
- How to build strong trusting relationships with parlors and salons by addressing their needs and fulfilling them.

### **3.4 SCOPE OF THE REPORT**

This internship report covers all the hair care aspects in ladies beauty parlors and men's salons from the perspective of the parlors and salon and from the perspective of their customers. It focuses on all the ladies beauty parlors and men's salons of Dhaka metropolitan city only. The study deals with a survey of 60 ladies parlors and 34 men's salons. This report also gives an overview about the company like about its mission, goals, departments and functions, job responsibilities as intern, the work experience, its brands, survey on hair care etc. This report has been prepared through extensive discussion with the parlors and salons by means of questionnaire interview regarding hair services that parlors and salons provide, brands they prefer along with the price, their customers' demand and preferences, problems faced by customers, customer's expectation etc. This report contains in depth knowledge of the beauty parlor and salon sector in Dhaka, its concentration on hair care and its customer's behaviors and preferences. The study pertains to enhancing the relationship with parlors and salons and techniques to expand the market of Sunsilk targeted to ladies parlors and Clear targeted to men's salons.

### **3.5 RESEARCH METHODOLOGY**

Data and information has been collected from two sources to conduct the survey and make this report a meaningful and a presentable one. I have adapted both the qualitative and the quantitative approach by gathering information through a questionnaire driven survey. Most of the data that has been collected can be treated as primary data. Primary data has been collected directly by interviewing the ladies beauty parlors and men's s salons covering the entire city of Dhaka by means of survey questionnaires. I had been to 94 ladies beauty parlors and men's s salons and interviewed beauticians and often the authorities of the parlors and men's s salons on hair care through the use of questionnaire and also gathered information by face to face

conversation. Furthermore, secondary data have also been used in this report and these secondary data have been mainly collected from presentations, websites, journals etc.

### **3.6 DATA ANALYSIS & TECHNIQUES**

The survey was conducted in Dhaka Metro City only. A total of 94 parlors and salons (60 ladies parlors and 34 men's salons) were interviewed focusing on hair care. Analysis of the primary information was done by the use of Microsoft excel followed by descriptive analysis. Graphical presentation, frequency and percentage are used in this report. Presentation of data will be shown in the form of various graphs and tables.

### **3.7 LIMITATIONS**

Some of the challenges faced in preparing this report are:

- Incorrect addresses of the ladies beauty parlors and men's salons.
- Shifts or closure of many ladies beauty parlors and men's salons.
- Parlors and Salons unwilling to disclose information.
- Unavailability of the owners of the parlors and salons.
- Parlors and Salons maintain some degree of privacy and so have not disclosed some information.
- Workers in the ladies beauty parlors and men's salons being too busy give enough time for the interview.
- Not disclosing true answers to some of the questions in the survey.
- Requirement of permission from the owner of the parlors and salons to participate in the survey.
- Traffic congestion and road construction problems into getting to the location.
- Political turmoil in some areas thus blocking the roads.

### **3.8 CONCERNED PRODUCTS**

 **SUNSILK**

 **CLEAR**



### 3.8.1 Sunsilk

#### Sunsilk Global

Sunsilk is a hair care brand, primarily aimed at women, produced by the Unilever group. Sunsilk is Unilever's leading hair care brand, and ranks as one of the Anglo-Dutch conglomerate's 'billion dollar brands'. Sunsilk shampoos, conditioners and other hair care products are sold in 69 countries worldwide.

Being around since the 1950-s Sunsilk definitely knows the hair care and styling industry. Sunsilk comes in colour coded shampoos and conditioners, creams, and sprays of all kinds. The market is targeted at women looking for a quick and easy solution to any hair problems they may have. Sunsilk hair products have many different purposes such as:-

- ✓ Repairing damaged and dry hair
- ✓ Preventing color fade
- ✓ Making hair shiny and without any frizzes
- ✓ Keeps hair silky smooth with regular use

Sunsilk hair products have also started introducing products for men and hair styling products such as mousse and hairspray to help both men and women with styling their hair to however style they fancy. No matter what type of hair you have, whether it be curly, thick, thin, soft, frizzy, long, short, medium, dry, oily, coloured etc, Sunsilk will always have the right product for you, below are listed some of the most popular Sunsilk products:

#### Shampoo and Conditioner Range:-

- ✓ Fresh for longer
- ✓ Scalp care- Moisture therapy
- ✓ Total care- Silky and straight
- ✓ Super shine
- ✓ Anti flat
- ✓ Anti-friz
- ✓ Colour lock
- ✓ Detox everyday shampoo for men

#### Hairstyling Range:

- ✓ Finishing shine serum
- ✓ Extra strong hold lacquer
- ✓ Volume boost mousse
- ✓ Natural volume mousse
- ✓ Flexihold hairspray
- ✓ Sunsilk paste
- ✓ Sunsilk curls
- ✓ With the aid of Sunsilk hair products you can kiss goodbye your bad hair days and start enjoying the great feel and look of your fresh, clean, shiny new hair.

Sunsilk is a hair care brand, primarily aimed at women, produced by the Unilever group, which is now considered the world's leading company in hair conditioning and the second largest in shampoo. Sunsilk is Unilever's leading hair care brand, and ranks as one of the Anglo-Dutch conglomerate's billion dollar brands". Sunsilk shampoos, conditioners and other hair care products are sold in 69 countries worldwide. Sunsilk is sold under a variety of different names in markets around the world including Elidor, Seda and Sedal. The brand is strongest in Asia, Latin America and the Middle East and is the number one hair care brand in India, Brazil, Argentina, Bolivia, Bangladesh, Sri Lanka and Thailand.

#### **3.8.2 History of Sunsilk**

Sunsilk was launched in the UK in 1954, and by 1959 it was available in 18 different countries worldwide. At the time, Sunsilk had an advantage over other shampoos in the market as it only needed one application, and so meant washing less natural oils from the hair. Sunsilk cream shampoo for dry hair was launched in 1956.

In 1958, a new transparent polythene tube for the liquid shampoo was introduced as an alternative large size pack to the bottle. Sunsilk was also available in such tubes.

In 1960, Sunsilk Tonic shampoo was launched, containing skin healing ingredient Allantoin – designed to help keep the scalp free from infection.

In 1961, Sunsilk Liquid shampoo was re-launched to Sunsilk Beauty, because 'Liquid' in the name, originally used to distinguish the product from powdered shampoos had become meaningless as the majority of shampoos were now in liquid form.

In 1962, Sunsilk was marketed as a range of shampoos for different hair types. Sunsilk significantly improved product formula and launched new variants in 1966: the first major shampoo to contain olive oil, which acted as conditioner to make hair soft and manageable; shampoo for dull hair, which restored hair's natural shine; lemon shampoo for greasy hair with deep cleansing ingredients.

Sunsilk hair spray was first launched in 1964 to enter an expanding hair-spray market, but in 1966 a new product formula was developed which gave hold, even in damp weather whilst still caring for hair. The hair spray contained a French perfume and could easily be removed by brushing or shampooing it out.

In 1969, all Sunsilk shampoo was re-packaged in new PVC bottles, which were larger than traditional glass bottles for the same price.

Sunsilk conditioner was launched in 1971 with three variants for dry, normal and greasy hair. In 1973, Sunsilk launched an aerosol dispensed setting lotion. An economy size shampoo bottle was introduced for Sunsilk in 1974.

In 1975, Sunsilk became the biggest name in hair care with 1,000,000 packs being sold every week.

In 1980, the whole Sunsilk range was re-launched, with improved formulations and packaging design to bring the brand into the 1980s.

In 1985, Sunsilk styling mousse was launched and 2 years later a conditioning mousse followed.

In 2001, Sunsilk moved into the hair colorant market for Asian-type dark hair, offering a range of seven permanent colours from natural black to copper with purple, red and gold tints.

In 2003, Sunsilk launched a new range of shampoos and conditioners, which were developed to meet women's hair needs and reflect the way women think about their hair. The fake institute (a trademark by Sedal "Elida Hair Institute" developed the products in response to market research. Each product contained a unique formulation of ingredients, combining the best from natural and scientific worlds to help combat common hair problems.

### **3.8.3 Milestone**

- 1954 – Sunsilk first launched in the UK.
- 1955 – First advertisement of Sunsilk appeared on TV.
- 1964 – Launch of Sunsilk hair spray.
- 1968 – Sunsilk shampoo re-packaged in PVC bottles.
- 1971 – Launch of Sunsilk conditioner.
- 1975 – Sunsilk became the biggest name in hair care.
- 2003 – Sunsilk glossy magazine launched in Argentina.
- 2008 – Social networking site Gang of Girls was introduced in India.

### **3.8.4 Sunsilk in Bangladesh**

Sunsilk, the number 1 brand in Bangladesh, have been catering to the individual need of its users with its unique formulation of natural ingredients. Sunsilk, with its high quality consumer perception, has been coming up with new innovations from time to time, always caring for how girls feel and what girls want.

For 20-something girls, life is now and now is life. But the emotional bond with their hair is like a roller coaster ride for these young ones. To them, hair is one of the most powerful tools for self-expression. Only Sunsilk realizes this and creates the spark that enables the girls to fully embrace all the exciting possibilities life has to offer.

Different Sunsilk for different hair needs

- Black Shine: Enriched with Amla energizer for black hair that lacks luster. With its new pearlised texture and the goodness of Amla, Sunsilk Black Shine nourishes from deep within to reveal blacker, shiner, silkier hair.
- Lusciously Thick & Long: enriched with Keratin Yoghurt Nutri Complex, this Sunsilk shampoo deeply penetrates and nourishes every single strand of thin and wispy hair, all the way down to the very tips, day by day, until hair looks thicker.

- **Hair Fall Solution:** Enriched with Ginseng and Soya energizer for hair that breaks easily. It works on the weak spot of your hair, so with the hair strand reinforced, your hair grows beautifully long even before you know it.

### **3.8.5 Clear**

Clear is the No 1 anti-dandruff shampoo in the country. The new Clear gives unbeaten dandruff protection and starts to get rid of dandruff from the first wash and with regular use, prevents it from ever coming back. In addition to its anti-dandruff properties, Clear has patented vita-ace technology that nourishes the scalp. Clear also features a conditioning system comparable to any other leading shampoo. Clear conditions the hair and ensures it remains soft. Clear's vision is to be the scalp health expert and in keeping with this, four variants have been designed for specific needs to consumers. A separate Men's range is also available because men are different.

#### Clear Ice Cool

Ice cool has cooling menthol to give a cool sensation to the scalp while ensuring healthy dandruff free scalp and hair

#### Clear Hair Fall Defense

Hair Fall Defense reduces hair fall by 98% as well as providing nourishment and dandruff protection due to breakage vs. non-conditioning shampoo.

#### Clear Extra Strength

Extra Strength has been designed for those individuals with severe dandruff and heavy flaking.

#### Clear Men

Besides these core variants, Clear has extended the brand to provide specific solutions for men because men are different. Research at the Clear Technology Centre in France verified that men's scalps are different from those of women's. It was found that men have oilier scalps and more prone to dandruff and hair fall. The packaging, perfume and formulation were specially adapted for men's needs. The men's range offers the following variants all of which have specific qualities besides getting rid of dandruff.

#### Clear Men Style-Express

Style-Express has 3 in 1 Express clean formula for extra manageability so that hair can be styled easily.

#### Clear Men ActiveSport

ActiveSport has been designed to give deep cleaning and reduce the oiliness of the male scalp. It also has cooling menthol for the clean and fresh feel in hair.

#### Clear Men Hair Fall Decrease

Hair Fall Decrease has hair strengtheners to reduce hair breakage. It makes sure that hair stays where it naturally belongs.

Unilever's excellent range of Unisex and Men's shampoos clearly demonstrates that they have the expertise and technological knowhow in scalp and hair health. The product gives the confidence to challenge any user of a competition brand and ask "Can Your Shampoo do this?"

### **3.9 FINDINGS**

Findings represented in this report are based on the interviews taken from 60 ladies parlors and 34 men's salons spread all over the Dhaka metropolitan city ranging from Grade A parlors and salons to Grade C parlors and salons. These 94 ladies parlors and men's salons are used to represent all the parlors and salons in Dhaka of the same grades. Parlors and salons have been graded on the basis of location, décor, size, expertise and number of customers. Each of these aspects was graded A, B and C on the basis of observation while interviewing. Grade A implied best, Grade B as good and Grade C as fair. Considering all its aspects (location, décor, size, expertise and number of customers), a parlor or salon was graded either A, B or C. 43% of the parlors surveyed were of grade A, 45% were of grade B and only 12% were C grade parlors. From the men's salons surveyed, 47% comprised of A grade salons, 41% B grade salons and 12% C grade salons as shown in the figures below.

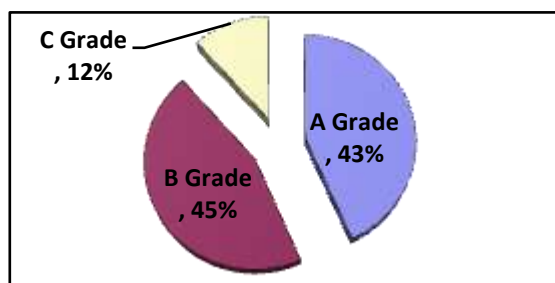


Figure 2: Ladies Parlor Grades

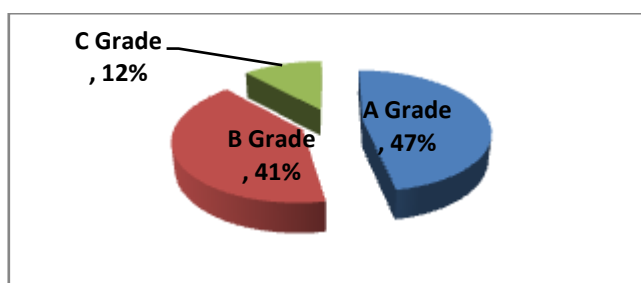


Figure 3: Men's Salon Grades

The findings from the ladies parlors have been relatively different from the findings in the men's salons.

### Importance of Services

	Ladies Parlors			Men's Salons		
	Least Important	Important	Most Important	Least Important	Important	Most Important
Hair Cut	2%	7%	92%	0%	9%	91%
Hair Setting/Styling	3%	42%	55%	6%	47%	47%
Hair Treatment	5%	25%	70%	9%	50%	41%

Table 1

Upon surveying the parlors and salons on the importance of hair services, majority of both the ladies and men's salons stated hair cut to be the most important of all the hair services. However, 47% of men's saloons considered hair styling to be most important and 41% considered hair treatment whereas the scenario is slightly different in the case of ladies parlors where 70% stated hair treatment to be most important and 55% considered hair styling to be most important. The importance of all three services is comparatively more important to ladies parlors than men's salons.

### Major focus for haircut

Previously haircut was given mainly for making hair more manageable and so men would prefer haircuts on an elapsed amount of time depending upon needs. Ladies even in the last decade in

Bangladesh preferred long hairs and the number of women visiting parlor for haircuts were much lesser than now. But recently, the scenario has changed greatly where trendy cuts and styles are playing more influential roles. Furthermore, with the increase in the number of working women, the demand for haircuts has been increasing greatly these days.

Major focus for hair cut	Response total (Ladies Parlors)			Response percent (Men's Salon)		
	Least Important	Important	Most Important	Least Important	Important	Most Important
To make it more manageable	27%	53%	20%	21%	62%	18%
To go with the trend	0%	0%	100%	6%	9%	85%
To avoid split ends	32%	43%	25%	56%	32%	12%

Table 2

From the survey, it has been derived that ongoing trend is the major reason why people considers having haircut. All the ladies parlors and 85% of men's salon considered that customer demands haircuts based on ongoing style. 18% of men's salon and 20% of ladies parlors stated haircut for making hair more manageable as the most important factor considered before having a haircut. On the other hand, 25% of ladies parlors have stated that split ends as the most important factor that drives their customers to have haircut whereas 56% of men's salons considered split ends to be least important factor influencing haircuts.

### The reasons for which hair treatment is preferred

Table 3

	Response percent (Ladies Parlors)			Response percent (Men's Salon)		
	Least Important	Important	Most Important	Least Important	Important	Most Important
Nourish hair	0%	8%	92%	12%	18%	71%
Prevent Hair fall	0%	3%	97%	6%	15%	79%
Repair Damage	10%	28%	62%	26%	41%	32%
Soft & Manageable Hair	15%	52%	33%	26%	56%	18%
Prevent Hair Spread Out	30%	42%	28%	56%	24%	21%



It can be inferred from the survey that the main reason for preferring hair treatment is to prevent hair fall and the subsequent factor that influences hair treatment is unnourished hair. From the interview, it has been identified that most of the customers prefer treatment when they face the problem of extreme hair fall due to rebonding, coloring or other styling. Repairing damage through treatments is of considerable importance as indicated by 62% of the ladies parlor, whereas only 32 % of men's salon considered it to be the most important reason for hair treatments. Soft and manageable hair through treatments is of less importance considered in both ladies parlors and men's salons. However, prevention of hair spread out is considered the least important factor that influences treatment as indicated by 30% of ladies parlors and 56% of men's salons.

### **Expectation customers have for their hair**

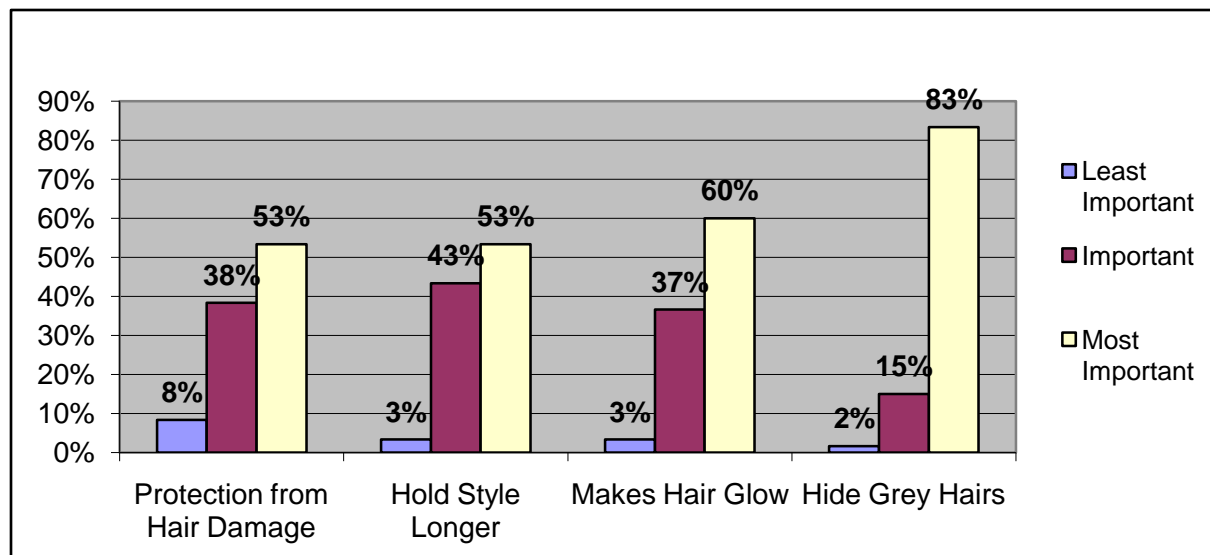
	Response percent (Ladies Parlor)			Response percent (Men's Salon)		
	Least Important	Important	Most Important	Least Important	Important	Most Important
Prevent Flyaway	17%	50%	33%	38%	35%	26%
Shiny Hair	5%	48%	47%	12%	32%	56%
Manageable	5%	37%	58%	15%	38%	47%
Enhanced Volume	5%	33%	62%	35%	29%	35%
Dandruff Free	0%	17%	83%	3%	12%	85%
Prevent Dryness/Oiliness	3%	18%	78%	21%	29%	50%
Prevent Split ends	2%	25%	73%	15%	79%	6%
Contains natural ingredients	10%	42%	48%	12%	41%	47%
Pleasant fragrance	57%	30%	13%	53%	35%	12%

**Table 4**

Table 4 shows the importance of customer's expectation on the hair products used by parlors and salons. From the table, we can imply that 83% of ladies parlors and 85% of the men's salon thinks dandruff is a major concern for their customers especially for men followed by the concern for oily or dry scalp. Prevention of split ends is relatively much more important for female accounted by 78% of the parlors whereas on the contrary only 6% of men's salon perceives prevention of split ends to be most important. Similarly, the demand for enhanced hair volume is relatively much higher among the ladies as stated by 62% of the ladies parlors and only 35 % of men's salons consider voluminous hair to be most important to men. Thus it can be inferred that women have a much greater urge for voluminous hair than men. Having shiny,

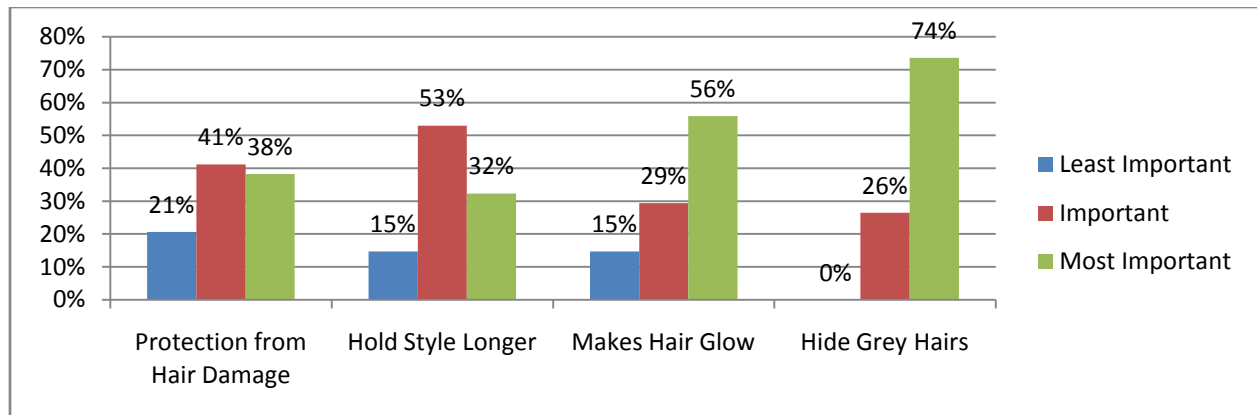
manageable hair and hair care products containing natural ingredients are of moderate importance to both men and women. Prevention of flyaway and hair products that gives hair a pleasant fragrance are of less importance to both the gender. Hair products with pleasant fragrance are of least concern for both men and women. However, during the interview, some parlors have mentioned that when products with pleasant fragrance were used, it aroused the customer's interest and the customers have often asked for the brand names of such products for personal usage.

### Concern of the products used for styling



**Figure 4: Ladies Response Percentage**

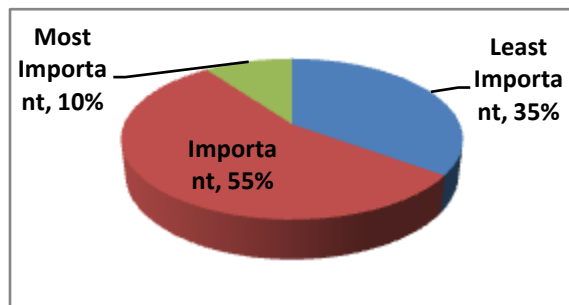
While interviewing the ladies parlors, it has been identified that the need to cover grey hair has become the most important factor for women as indicated by 83 % of the parlors who stated that their customer's major concern when they visited parlors are to hide grey hairs. 60% of the parlors considered shiny hair to be the most important factor when it comes to hair styling. In addition, holding style for longer and damage protection are considered to be the most important factor by 53% of the parlors. Similar results have also been identified in the men's salon as shown in the figure below.



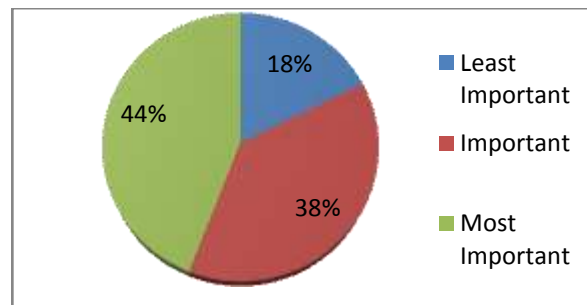
**Figure 5: Men's Salon Response Percentage**

It is also found through survey that concern for grey hair is considerably high among men as stated by 74% of the parlors. Subsequently, 56% of the men's salon thinks that the urge to have glowing hair is also prevalent among men. However, holding style for longer and damage protection are of much lesser importance to men than for women.

### **Importance of hair washes to customers with every haircut**



**Figure 6: Ladies parlor response**



**Figure 7: Men's salon response**

It has been deduced from the survey as shown in figure 6, that 10% of the parlors make it mandatory for their customers to have hair wash before haircut and so it is a very important part of their service. 55% of the parlors sometimes wash hair before a haircut based on the oiliness of the customer's hair, excessive frizz or if the customer wants it and 35% considers a hair wash to be least important factor before a haircut and so do not provide hair wash services or rarely provides such services with haircut.

In the men's salon, we can see from Figure 7, that in 44% of salons, hair wash with hair cut is very important inferring they always give a hair wash with the hair cut. 38 % of the salons

sometimes provide hair wash services with haircuts based on needs and 18% do not prefer to give hair washes with haircuts as it is not demanded by their customers.

### Importance placed on hair product brands

Table 5

	Ladies Parlor Response percent			Men's Saloon Response percent		
	Least Important	Important	Most Important	Least Important	Important	Most Important
Loreal	60%	13%	27%	53%	24%	24%
Pantene	67%	10%	23%	24%	26%	50%
Garnier	78%	2%	20%	71%	18%	12%
Clear	75%	10%	15%	50%	6%	44%
Dove	67%	13%	20%	65%	15%	21%
Sunsilk	55%	5%	40%	59%	18%	24%
Head & Shoulder	87%	3%	10%	18%	24%	59%

This survey focused on the most popular brands in the market. During the interview, the parlor's and salon's impression on popular brands were taken into consideration based on their customer's demands. Sunsilk is considered as the most popular brand in the ladies parlors with 40% of the parlors rating Sunsilk as one of the best brands. 27% of the parlors considered Pantene to be the best brand. Garnier, Loreal, and Dove have more or less similar rating with moderate importance. Clear is not much popular with women and Head & Shoulder is thought to be the least popular brand among women. On the contrary, Head & Shoulder leads in the men's salon with 59% of the salons rating it to be the most important brand for men. Half of the parlors surveyed, considered Pantene to be the best and 44% stated Clear to be the best brand. Sunsilk, Dove, Loreal and Garnier are less popular among men as they are considered brands for females.

## Parlor Footfall per day

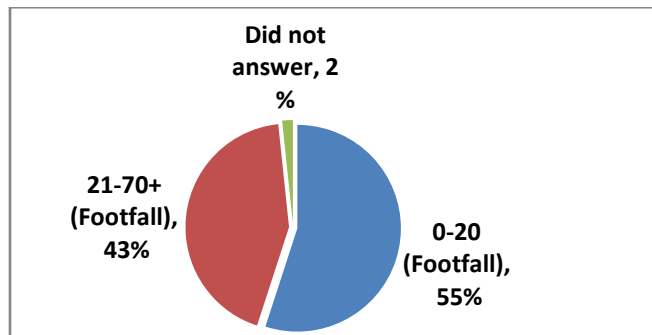


Figure 8 Ladies Parlor Footfall per Day

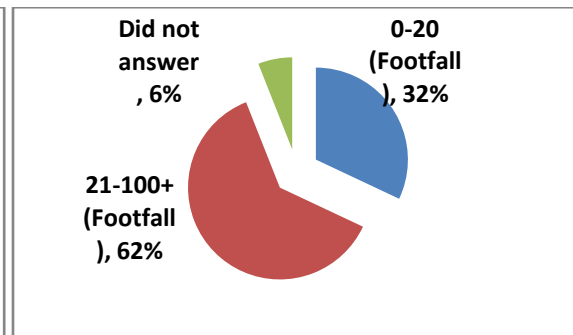


Figure 9 Men's Salon Footfall per Day

From the survey conducted it can be derived that 55 % of the ladies parlors and 62% of the men's salons have 0 to 20 people visiting per day. These are the less popular parlors and salons. The most popular ones have greater footfall per day amounting to 43% having 21 to 70+ people visiting the ladies parlors per day and 62% having 21 to 100+ people visiting the salons a day. Thus, we can see that men are more frequently going to salons. 2% of ladies parlor and 6 % of men's salon refused to disclose their daily customer footfalls.

## Shampoos and Conditioners used by the parlor

Table 6

Ladies Parlor Responses	Shampoo	Conditioner
Herbal	30%	8%
Sunsilk	27%	12%
Head & Shoulder	5%	0%
Clear	3%	0%
Pantene	15%	5%
Loreal	10%	7%
Lolane	5%	3%
Dove	5%	7%
Caring	2%	13%
Others	5%	2%
Own	5%	7%
Undisclosed	5%	15%

Table 6 shows that herbal shampoos are used by most of the parlors. Most of these herbal shampoos are Herbal Essence (Indian & Thai), Biotech, Ayur or other Chinese Herbal shampoos and sometimes their own shampoos. According to the parlors the major reason behind it is that customers are more inclined to herbal products than chemical

products. Second most commonly used shampoo is Sunsilk with 27% of the parlors using them and subsequently Pantene is used by 15% of the parlors. Other shampoos used by parlors accounts for 10% or less. The use of conditioner brand is slightly different from the shampoos used. Caring conditioner dominates in the parlors owing to its cost effectiveness followed by Sunsilk conditioner which is the

second most popular conditioner brand used by parlors. However, many parlors have been unwilling to disclose the names of their shampoos and conditioners. About 15 % have denied revealing the name of the conditioners they use. Below 10 % of parlors uses other brands as Loreal, Lolane, Pantene, Herbal or own conditioners.

**Table 7**

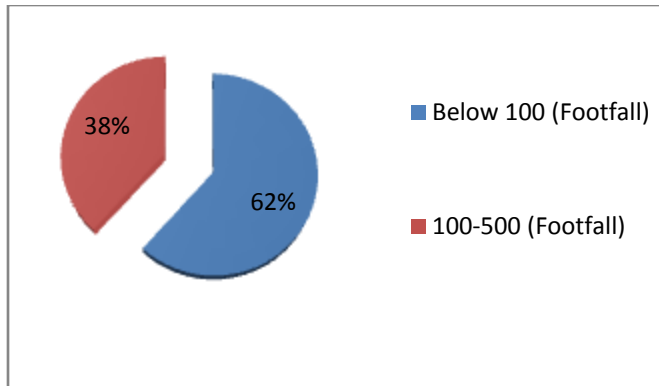
In men's salon, Pantene is the most popularly used shampoo brand with about 47% of the salons using it followed by Head & Shoulder used by 35% of the salons. Other shampoo brands used by salons are very less. 15% uses Chinese or Thai brands and about 24% were unwilling to disclose their shampoo brands. One important thing identified is that the usage of conditioner in men's salons is very rare. 62% of the salons surveyed

Men's Salon Responses	Shampoo	Conditioner
Herbal	3%	0%
Sunsilk	6%	0%
Head & Shoulder	35%	0%
Clear	6%	0%
Pantene	47%	0%
Loreal	6%	3%
Lolane	3%	0%
Dove	9%	0%
Caring	0%	15%
Flex	3%	12%
Others	15%	9%
No Usage	0%	62%
Didn't Disclose	24%	0%

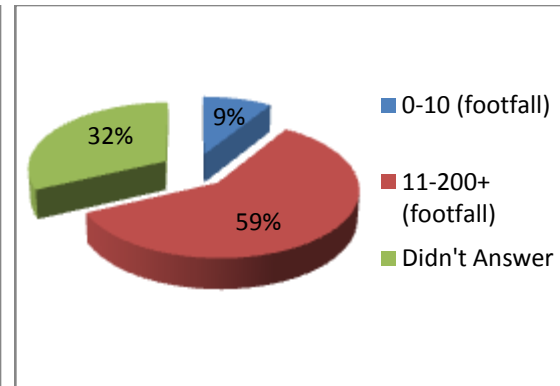
does not use conditioners and 15% uses Caring especially the one from Thailand as it is the cheapest brand available and other conditioner brand usage are minimum.

### **Peak Season and Footfall per day in the Peak Season**

Peak Season in parlors and salons are before Eid-ul-Fitr and Eid-ul-Azha especially the last ten days before the Eids, Puja, Pohela Boishak and the Wedding Season which starts in October and ends in February. During these periods the numbers of customers are very high at parlors and salons. 62% of the ladies parlors have below 100 customers a day and 38% of parlors have 100-500 customers a day. In the men's salon category, 9% have 0-10 customers a day, 32 % parlors denied to disclose the customer footfall per day and 59% had 11 to 200+ customers a day. Figure 10 and figure 11 below shows the footfall of customers per day in peak season.

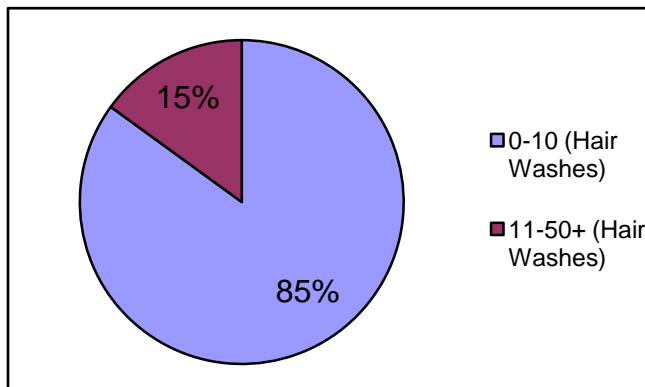


**Figure 10: Ladies Parlor Peak Season Footfall per day**

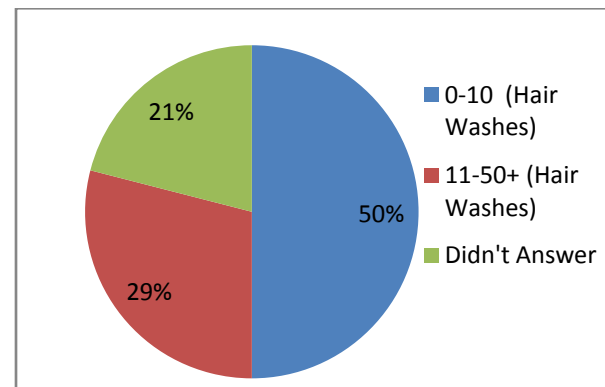


**Figure 11: Men's Salon Peak Season Footfall per day**

### Number of hair washes per day



**Figure 12: Hair washes per day in Ladies Parlors**



**Figure 13: Hair washes per day in Men's Salons.**

From figure 12 and figure 13, it is evident that the number of hair washes per day is less in parlors and salons. 85% of ladies parlors have only 0-10 people washing hair a day and 15% have 11-50+ people getting hair washes. On the other hand, 21% of the men's salons were unable to state accurately about their hair washes, 50% has 0-10 people getting hair washes done in the salon and 29 % have 11-50+ people getting their hair washed at salons. Most of these 29 % of the salons make it mandatory for their customers to get hair washed before haircuts.

### Number of hair wash per day during peak season

The number of hair wash per day in peak season is considerably higher where 27% of women's parlors have 0 to 10 washes a day. These parlors have lesser hair wash because according to them they focus on other services more than hair washes during peak season. However, 67% have hair wash ranging from 11 to 200+ a day whereas 7% was unable to state their number of

hair washes during peak seasons. Similarly 32% of men's salon was unable to state their daily washes, 9 % has 0-10 washes a day and 59% has 11-200+ washes a day during peak season. This is graphically represented in the figures below.

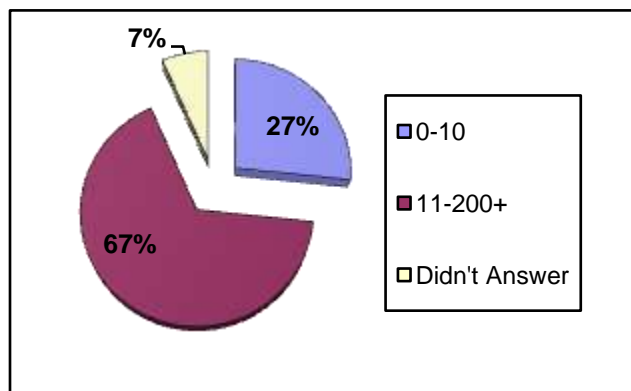


Figure 14 Hair Washes in Peak Season in Ladies Parlors

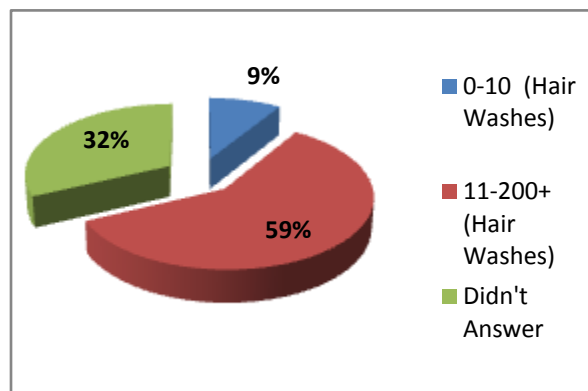


Figure 15 Hair Washes in Peak Season in Men's Saloon

### Specialization and total number of workers

Table 8

Specialized Hairdressers	Ladies Parlor Response Percentage	Men's Salon Response Percentage
Yes	43%	24%
No	50%	76%
Both	7%	0%

According to Table 8, at least half of the parlors surveyed have workers that perform all services and 43% have specialized hair dressers. 7% of parlors survey have both specialized and all rounder workers. Total number of workers in a parlor ranges from 2 to 200+ workers with only 4 parlors having 20+ workers and the rest having below 20 workers.

While interviewing, the men's salon, 24% of the salons were found to have specialized worker and 76% had workers who did not perform any specific tasks but performed all type of services. Overall works in men's salon ranges from 2 to 14 workers and 2 saloons have not disclosed their no. of workers.



## Experience & Training of workers

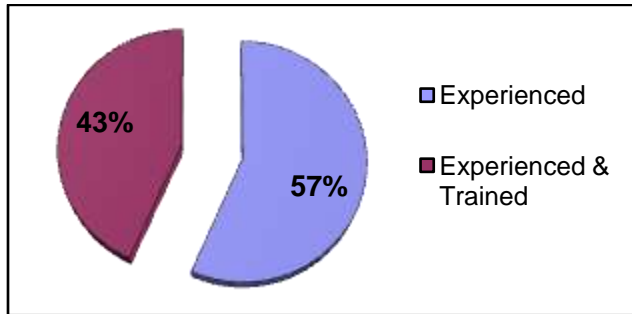


Figure 16: Ladies Parlor's Response

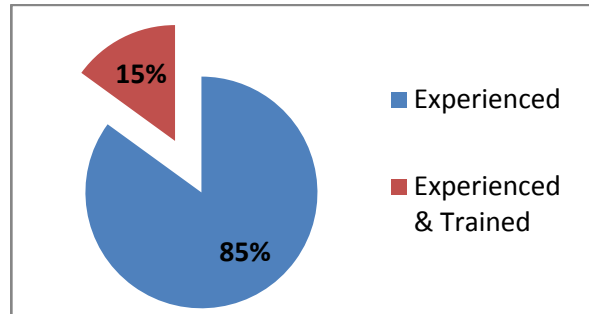


Figure 17: Men's Salon's Response

From figure 16 and figure 17, it can be seen that 57% and 85% of parlors and salons have experienced worker and their experiences ranges from 2 to 10 years. 43% of ladies parlors and 15 % of men's salons show that these parlors and salons not only have experienced workers but they are also trained.

## INTERPRETATION

I have conducted my research by means of survey on, “Hair Care Survey on Parlors & Salons in Dhaka”. To conduct my study, I have made use of a questionnaire consisting of both the qualitative and quantitative issues in parlor and salons regarding hair care. The interpretations of this survey are as follows:

- Hair Cut is the most important service in the hair service category at parlors and salons followed by hair treatment and then hair styling for women. However, men emphasize more on hair styling than hair treatment after hair cut.
- The major reason for having haircuts is to keep up with the trend. Haircuts to avoid split ends and to make hair more manageable are often reasons too but less weight have been allocated to these factors. Avoiding split ends is the least important factor to men.
- Hair treatments are mostly preferred when customers are confronted with hair fall. It is also commonly used by customers to rejuvenate unnourished hair and subsequently to repair damaged hair. Softening hair and preventing spread out with treatments are not much of a concern for customers.
- When it comes to customer’s expectation about their hair, getting rid of dandruff is of paramount importance to both men and women followed by concern to prevent oily scalp. Preventing split ends is important to women too but of minor concern to men. Moreover, women want more voluminous hair compared to men. Manageable shiny hair, prevention of hair flyaway and use of hair care product containing natural ingredients are also becoming important too both men and women. However, hair products with pleasant fragrance plays very little role in choosing a brand.
- In the case of hair styling, it has been identified that parlors and salons frequently are having customers who wants to hide grey hairs. Moreover, shiny hair is expected by customers when hair is styled. The concern to keep style longer is increasing but

awareness for protection from damage due to styling is still not that prevalent among men and women.

- Hair washes are rarely preferred by customers with haircuts. So most of the time, hair washes are given by parlors and salons with treatments, styling or coloring etc. As a result, shampoo usage is comparatively lesser in parlors and salons compared to other beauty products. However, it has been identified during the survey that majority of the ladies parlors use shampoos for manicures and pedicures.
- According to the opinion of the ladies parlors, Sunsilk is the most popular brand. Loreal, Garnier, Dove, Pantene has moderate ranking. Clear and Head & Shoulder are the least rated brands, with Head & Shoulder being the most unpopular brand among women. On the other hand, Head & Shoulder dominates in the men's salon, followed by Pantene rated as the second best. Clear is used by many salons too. Other brands are less popular and are considered to be brands for women.
- During the interview, it has been identified that Herbal Shampoos are mostly used by grade B & C parlors followed by Sunsilk. Majority of the small parlors use Sunsilk sachets as they find it more cost effective which they only avail when a customer requires the service. The herbal shampoos are generally of low quality which they purchase from New Market in gallons. A gallon of about 3 liters costs BDT 320 which has no labels on the container. Other parlors claim that they use their own shampoos or import them from abroad. The conditioner brand, "Caring" is used by most of the parlors and other buy cheap Thai or Chinese conditioners.
- In men's salon, Pantene is mostly used followed by Head & Shoulder. Most men's salon's shelves are packed either with Pantene or Head & Shoulder. However, some salons have revealed that the Pantene they use are fake which is brought from China at a lower cost. The third most popular brand used in salons is Clear.

- Peak season for a parlor is the Wedding Season, Pohela Boishak, Puja and the last ten days of Eids. During the peak season, the numbers of customers are so high in all grades of parlors and salons that customers wait in queues to get their services done. Some parlor and salons have customers ranging from 200-500+.

### **Other insights from the interviews**

While interviewing, some important issues also came up.

- One of major concerns of both the parlors and salons were that the Unilever products that they use are often fake and they find it impossible to differentiate between the authentic product and the fake one.
- Many of the men's salons and ladies parlors complained that clear was very rough for the hair and while interviewing at Farzana Shakil's makeover salon, they complained that Sunsilk Black contains color and many people are avert to chemical colors and prefers natural colors.
- Some of the parlors that have Sunsilk branding on their outlets have said that often customers ask about the variety of range of Sunsilk products and their usage besides the shampoo such as the Sunsilk's treatment range, leave on conditioner etc but due to lack of information on such products and the unavailability of those products, beauty parlors are unable to help their customers.
- Many parlors and salons have complained that teams from Unilever are going to them for promotional activities such as free shampooing offer period or for outlet branding but have not contacted them later or followed up. So according to them, there was lack of coordination from Unilever Bangladesh.
- After interviewing the ladies parlors, it has been identified that herbal products have a great demand and a lot of cheap Chinese and Indian brands are used to fulfill such

demand and many are even claiming such products as their own whereas some parlors have their own range of herbal products.

- Many parlor and salons claim that the prices of Unilever's products are too high and so they import other reasonably priced products whereas large parlors claim that Sunsilk is a low end product and their customers are unwilling to get their hair washes with Sunsilk and rather prefer Pantene which they consider a high end product.
- It has been also identified from the interviews that many customers rely on the suggestion of the beautician, especially the customers of Grade B and Grade C parlors and are likely to use the products recommended by the beauticians and do not research on their own about beauty care .
- Many parlors have raised the question about why Unilever does not introduce anything for hair treatment such as hair spa or shampoos for colored hair which has great demand.
- A large number of parlors have expressed their willingness to purchase shampoos if they were available in 5 litre gallons and if the price is reasonable.

## RECOMMENDATION

Unilever's both personal care brands, Sunsilk and Clear have good demands in both ladies parlors and men's salons. However, this survey enabled me to detect some of the problems that require attention to yield profit from this sector. So according to me, the following steps could be taken:

- ✓ Grade B and Grade C parlors should be targeted with Sunsilk and Grade A parlors should be targeted with Dove. This is because Sunsilk is considered as a low end product and customers of Grade A parlors are unwilling to use Sunsilk. As a result, Dove should be targeted to compete with Pantene which is considered by many A Grade parlors to be a high end product and demanded by premium customers. The salons on the other hand, should be aggressively targeted with Clear.
- ✓ One of the most important aspects is to build a good relationship with the parlors and salons. This could be done by inviting the beauticians in beauty seminars, beauty talk shows on television and radio or other promotional campaigns arranged by Unilever and allow them to give speeches. This would be a win-win situation for Unilever and the parlors and salons since it would help Unilever to maintain relationships with parlors and salons and on the other hand will enhance the reputation of the parlors and salons.
- ✓ Since a lot of customers asks for suggestion to parlors regarding home hair treatment products, owing to the damage caused by rebonding, coloring etc which are very common these days, parlors may be asked to advice their customers to use Sunsilk's damage repair products and in return provide the parlors and salons with benefits like free training or sending beauticians abroad with beauty scholarship etc or Unilever could rent shelf space for such products which will attract the attention of customers as hair treatment is an increasing concern for customers.
- ✓ Unilever could think of introducing Clear as 2 in 1 shampoo and conditioner which are demanded by a lot of parlors and especially by men's salons. It will serve two purpose, the first being the usage of the conditioner itself since men do not prefer conditioning

hair after shampoo and second is that it will make hair softer as Clear is considered rough for the hair.

- ✓ Majority of grade B and C parlors either use cheap herbal shampoos or Sunsilk. If Sunsilk can be offered in 5 litre gallons at a reduced cost for bulk purchase in gallons and delivered directly to the parlors, then Unilever will be able to capture the market share of herbal shampoos. According to the interview there are no 5 liter gallon shampoos available in the market which parlors and salons are willing to purchase. This will greatly enhance the sales of Sunsilk shampoo, since parlors not only use shampoos for hair wash but also for manicures and pedicures.
- ✓ Services like direct delivery of shampoos and conditioners to parlors and salons and sometimes allowing trust worthy parlors and salons to purchase on credit would encourage them to use Unilever brands.
- ✓ Fake Unilever brands are a major concern for parlors and salons. This could be eliminated by direct delivery of Unilever products to parlors and salons or non reproducible stickers could be used on Unilever's brands to indicate its authenticity. Moreover, group gathering of parlors and salons could be arranged by Unilever to enhance the awareness of fake products.
- ✓ Another cheap way of creating awareness about Unilever's brand and the existence of fake products could be by giving parlors and salons a small gift box consisting of a few Unilever brands before any occasion and having a catalog inside the box listing the range of Unilever brands available for parlors and salons along with the prices and the quantity in which it is available. In addition, a small note could be added to create awareness of the fake products available and the ways to identify fake products.
- ✓ Resell of shampoo containers which are used to make these fake products could be reduced by encouraging people to return these by making an offer as "return of 10 empty bottles for a free bottle of shampoo". These bottles could then be recycled by Unilever

and reused again. Even if not recycled, it will at least reduce the availability of fake Unilever brands.

- ✓ 57% of ladies parlors and 85% of men's salons do not provide training to their workers. Unilever Bangladesh could provide training to maintain good relationships with the parlors and salons. In such training sessions, they could be more educated on Unilever products so that they can suggest their customers.
- ✓ Grade B and Grade C parlors are very interested for the "free shampooing offer period" where they shampoo customers for free and are given a charge by the companies. This could be done frequently not only to increase the popularity of Unilever's brands but also to keep good relationship with the parlors and salons. While free shampooing, the customer could be informed of the benefits and range of Sunsilk products available.
- ✓ Grade A parlors can be persuaded only by cost effective offers and would not be much interested for benefits like free trainings etc. Very few Grade A parlors are concerned with the quality of the products, even one of the most reputable ones focuses on profit. So a reasonably cheap offer could be made to them.
- ✓ A TV hair makeover show could be arranged by Unilever Bangladesh where the best parlors and salon will compete in giving the best makeover and the winner could be selected as Sunsilk's brand ambassador for a year and the condition would be that the winner has to use Unilever's brand in its parlor or salon. Parlor and Salons will immediately agree to this type of offers as it will promote their parlors or salons. On the other hand, it will promote Unilever's brands too.
- ✓ Sunsilk Pro Color which is available in India could be introduced in parlors as there are very few shampoos in the market for colored hair. Most parlors use Loreal Color Protect Shampoo for their premium customers.
- ✓ Last but not the least, customers are unaware that the parlors and salons are using cheap fake Chinese brands but awareness among customer cannot be created directly as it will



hamper the relationship with parlors and salons. So awareness can be created through facebook, blogs or articles in magazines written by general people rather than in the name of the company.

## **CONCLUSION**

Unilever Bangladesh limited is one of the leading multinational companies in Bangladesh. I had the opportunity to work for this company during my internship program. I have worked in Brand Activation department of UBL. During this time I got the opportunity to observe 94 parlors and salons all over the city. It enabled me to gain interesting insight on hair care in the parlors and salons. Customer's demand and concern about hairs have changed to a great extent in Bangladesh. Customers are getting more conscious about hair care. A lot of insight from parlors and salons regarding their preference for hair product brands and factors that influence their hair brand decisions has been identified including the problems they face and the expectations they have.

Unilever Bangladesh has the scope to increase sales in the parlor and salon sector. If they can build good relationships with these parlors and salons, solve the current problem they are facing and convince them to use Unilever's brands by meeting their expectations, then a large amount of profit can be yield from this sector.

Finally, I would say that this internship at UBL has increased my practical knowledge of Business Administration and made my BBA education more complete and applied.

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## APPENDIX

### Questionnaire on Parlors and Salons

Parlor Name:.....

Address.....

Mark each according to the importance with **3** as the most important and **1** as least important.

1. The importance of the following services to customers

- Hair Cut

1	2	3
---	---	---

- Hair Setting/Styling

1	2	3
---	---	---

- Hair Treatment

1	2	3
---	---	---

2. Major focus for hair cut

- To make it more manageable

1	2	3
---	---	---

- To go with the trend

1	2	3
---	---	---

- To avoid split ends

1	2	3
---	---	---

3. The reasons for which hair treatment is preferred

- To nourish hair

1	2	3
---	---	---

- To prevent hair fall

1	2	3
---	---	---

- To repair from damage due to sun or styling (rebonding, perming etc)

1	2	3
---	---	---

- To soften the hair and make it appear more manageable

1	2	3
---	---	---

- To prevent hair from spreading out

1	2	3
---	---	---

4. What expectation do customers have regarding product used for hair

- To prevent flyaway

1	2	3
---	---	---

- To give hair a shine

1	2	3
---	---	---

- To make hair more manageable

1	2	3
---	---	---

- To ensure more volume to hair

1	2	3
---	---	---

- To clear dandruff

1	2	3
---	---	---

- To prevent dryness/oiliness

1	2	3
---	---	---

- Thicker / Fuller with Less split ends

1	2	3
---	---	---

- Shinier/ Healthier hair/Contains natural ingredients

1	2	3
---	---	---

- Pleasant fragrance

1	2	3
---	---	---

5. Concern of the products used for styling

- To protect hair from damage

1	2	3
---	---	---

- Holds style for longer

1	2	3
---	---	---

- Makes hair glow

1	2	3
---	---	---

- To hide grey hairs

1	2	3
---	---	---

6. Importance of hair washes to customers with every haircut

1	2	3
---	---	---

7. Importance placed on hair product brands

- Loreal

1	2	3
---	---	---

- Pantene

1	2	3
---	---	---

- Garnier

1	2	3
---	---	---

- Clear

1	2	3
---	---	---

- Dove

1	2	3
---	---	---

- Sunsilk

1	2	3
---	---	---

- Head & Shoulder

1	2	3
---	---	---

8. Parlor footfall per day

.....

9. Shampoo and Conditioner used by the parlor (Brands)

.....

Any comments.....

10. Peak Season and footfall per day in the peak season

.....

11. Number of hair wash per day

.....

12. Number of hair wash per day during peak season

.....

13. Specialized workers for hair services?

Yes
-----

No
----

14. Number of workers overall/per service?

.....

15. Qualification of the workers

.....

Overall Grade:.....

Location:.....

Décor:.....

Size:.....

Expertise:.....

No. of customers:.....

Comment:.....

.....

.....

.....